

## INVOICE



**WPTV**  
**1100 Banyan Blvd.**  
**West Palm Beach, FL 33401**  
**Main: (561)655-5455**  
**Billing: (877)290-6105**

Invoice #	Invoice Date	Invoice Month	Invoice Period
311418-1	09/23/12	September 2012	08/27/12 - 09/23/12

Station	Account Executive	Sales Office	Sales Region
WPTV	Cheryl Beers	WPTV National	National

Advertiser	Product	Estimate Number
Frankel / Democrat / Congr	Frankel for Congress	12065

Billing Address:

**Media Strategies and Research**  
**Attention: Accounts Payable**  
**1580 Lincoln Street**  
**Suite 510**  
**Denver, CO 80203**

Flight Dates	Order #	Alt Order #
09/19/12 - 09/23/12	311418	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling
Duplicate Invoice

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Send Payment To:

**WPTV**  
**P.O. Box 116871**  
**Atlanta, GA 30368-6871**

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	09/19/12	09/23/12	M-F 5-6a	5-6a	--WTF--	:30	3	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 --WTF-- 3 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPTV W 09/19/12 5:11 AM M-F 5-6a 5-6a :30 LFPT101H \$250.00 NM 3 WPTV Th 09/20/12 4:58 AM M-F 5-6a 5-6a :30 LFPT101H \$250.00 NM 1 WPTV F 09/21/12 5:23 AM M-F 5-6a 5-6a :30 LFPT101H \$250.00 NM									
2	09/19/12	09/23/12	M-F 6-7a	6-7a	--WTF--	:30	3	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 --WTF-- 3 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV W 09/19/12 6:28 AM M-F 6-7a 6-7a :30 LFPT101H \$1,200.00 NM 2 WPTV Th 09/20/12 6:22 AM M-F 6-7a 6-7a :30 LFPT101H \$1,200.00 NM 3 WPTV F 09/21/12 6:26 AM M-F 6-7a 6-7a :30 LFPT101H \$1,200.00 NM									
3	09/22/12	09/22/12	Sa 6-7a	6-7a	-----S-	:30	1	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 -----S- 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Sa 09/22/12 6:16 AM Sa 6-7a 6-7a :30 LFPT103H \$250.00 NM									
4	09/22/12	09/22/12	Sa 7-8a	7-8a	-----S-	:30	1	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 -----S- 1 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Sa 09/22/12 7:45 AM Sa 7-8a 7-8a :30 LFPT101H \$450.00 NM									
5	09/23/12	09/23/12	Su 7-8a	7-8a	-----S	:30	1	\$275.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 -----S 1 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Su 09/23/12 7:39 AM Su 7-8a 7-8a :30 LFPT103H \$275.00 NM									

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Advertiser		Product	Estimate Number
Frankel / Democrat / Congr		Frankel for Congress	12065

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	09/21/12	09/21/12	M-F 12n-1p	12-1p	----F--	:30	1	\$125.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 ----F-- 1 \$125.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV F 09/21/12 12:39 PM M-F 12n-1p 12-1p :30 LFPT101H \$125.00 NM									
7	09/19/12	09/21/12	3-4pm Jeff Probst	3-4p	--WTF--	:30	3	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 --WTF-- 3 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV W 09/19/12 3:42 PM 3-4pm Jeff Probst 3-4p :30 LFPT101H \$100.00 NM 2 WPTV Th 09/20/12 3:34 PM 3-4pm Jeff Probst 3-4p :30 LFPT101H \$100.00 NM 3 WPTV F 09/21/12 3:29 PM 3-4pm Jeff Probst 3-4p :30 LFPT101H \$100.00 NM									
8	09/19/12	09/21/12	ELLEN	4-5p	--W-F--	:30	2	\$275.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 --W-F-- 2 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPTV W 09/19/12 4:34 PM ELLEN 4-5p :30 LFPT101H \$275.00 NM 1 WPTV F 09/21/12 4:26 PM ELLEN 4-5p :30 LFPT101H \$275.00 NM									
9	09/20/12	09/20/12	M-F 5-530p	5-530p	---T---	:30	1	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 ---T--- 1 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 09/20/12 5:27 PM M-F 5-530p 5-530p :30 LFPT101H \$1,600.00 NM									
10	09/19/12	09/21/12	M-F 530-6p	530-6p	--W-F--	:30	2	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 --W-F-- 2 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV W 09/19/12 5:54 PM M-F 530-6p 530-6p :30 LFPT101H \$1,600.00 NM 2 WPTV F 09/21/12 5:39 PM M-F 530-6p 530-6p :30 LFPT101H \$1,600.00 NM									
11	09/19/12	09/21/12	M-F 6-630p	6-630p	--WTF--	:30	3	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 --WTF-- 3 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV W 09/19/12 6:28 PM M-F 6-630p 6-630p :30 LFPT101H \$1,800.00 NM 3 WPTV Th 09/20/12 6:25 PM M-F 6-630p 6-630p :30 LFPT101H \$1,800.00 NM 2 WPTV F 09/21/12 6:11 PM M-F 6-630p 6-630p :30 LFPT101H \$1,800.00 NM									
12	09/20/12	09/20/12	ROCK CENTER	10-11p	---T---	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 ---T--- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 09/20/12 10:34 PM ROCK CENTER 10-11p :30 LFPT101H \$500.00 NM									



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Advertiser	Product	Estimate Number
Frankel / Democrat / Congr	Frankel for Congress	12065

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
13	09/19/12	09/21/12	M-F 11-1135p	11-1135p	--WTF--	:30	3	\$1,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 --WTF-- 3 \$1,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WPTV W 09/19/12 11:14 PM M-F 11-1135p 11-1135p :30 LFPT101H \$1,400.00 NM 2 WPTV Th 09/20/12 11:22 PM M-F 11-1135p 11-1135p :30 LFPT101H \$1,400.00 NM 1 WPTV F 09/21/12 11:22 PM M-F 11-1135p 11-1135p :30 LFPT101H \$1,400.00 NM									
14	09/22/12	09/22/12	Sa 11-1130p	11-1130p	-----S-	:30	1	\$1,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 -----S- 1 \$1,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Sa 09/22/12 11:28 PM Sa 11-1130p 11-1130p :30 LFPT103H \$1,400.00 NM									
15	09/23/12	09/23/12	1130p-12x After NFL	1130p-1205a	-----S	:30	1	\$725.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 -----S 1 \$725.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Su 09/23/12 12:36 AM 1130p-12x After NFL 1130p-1205a :30 LFPT101H \$725.00 NM									
16	09/19/12	09/21/12	TONIGHT SHOW	1135p-1235a	--WTF--	:30	3	\$575.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 --WTF-- 3 \$575.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPTV W 09/19/12 12:07 AM TONIGHT SHOW 1135p-1235a :30 LFPT101H \$575.00 NM 3 WPTV Th 09/20/12 12:19 AM TONIGHT SHOW 1135p-1235a :30 LFPT101H \$575.00 NM 1 WPTV F 09/21/12 11:47 PM TONIGHT SHOW 1135p-1235a :30 LFPT101H \$575.00 NM									

Total Spots 30 Gross Total \$25,050.00

## Payment Terms 30 Days

Agency Commission \$3,757.50  
Net Amount Due \$21,292.50